# TOURISM HIGHLIGHTS 1985

**Province of British Columbia**
Ministry of Tourism
RESEARCH SERVICES BRANCH

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## SUMMARY OF 1985 PROVINCIAL TOURISM

Tourism ranks as the third largest revenue generating industry in British Columbia after forestry and mining. It also represents approximately five percent of the gross provincial product. In 1985, tourism generated $2.406 billion in revenue from direct visitor expenditures; an increase of 3.5% over the previous year.*

Tourism provides 103,309 person-years of employment in the tourism/hospitality industry.

Visitors to B.C. are divided into four markets: British Columbia, other parts of Canada, United States and overseas. In 1985, activity from all four markets represented a total of 12,416,000 person-trips to B.C.**

British Columbia residents made up the largest of the four markets providing 5,600,000 person-trips to the Province and $1.019 billion in revenue.

Visitors from other Canadian provinces totalled 3,190,000 person-trips and contributed $694 million to the Province's annual tourism revenue.

Person-trips generated by residents from the United States amounted to 3,180,000 and $508 million in revenue.

The overseas market accounted for 446,000 person-trips and $185 million in tourism revenue.

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* Please note that all revenues quoted are from direct expenditures only and do not take into account any multiplier effect.

** The terms visitors and person-trips are used synonymously in this publication. They refer to only those travellers staying at least one night away from home. Please refer to the glossary of terms for definitions.

## I TOURISM REVENUE AND VISITOR VOLUME IN BRITISH COLUMBIA

In 1985, tourism revenues totalled $2.406 billion from overnight visitors travelling in the Province. These revenues quoted are from direct expenditures and do not take into account any multiplier effect.

The largest of the four markets, British Columbia residents, accounted for 45% of the total number of visitors (5.6 million person-trips) and 42.4% of the total revenue ($1.019 billion). Non-resident visitors made up the balance, making 6.816 million person-trips to the province and generating $1.387 billion.

The following tables show visitor volumes and direct revenue by origin and percentage change over 1984.

**Table I**

**PROPORTION OF 1985 REVENUES AND VISITOR VOLUMES BY MARKET AREAS**

| | REVENUE ($000,000) | % | VISITORS PERSON-TRIPS ('000) | % |
|---|---|---|---|---|
| British Columbia Residents | 1,019 | 42.4 | 5,600 | 45.1 |
| Canadian | 694 | 28.8 | 3,190 | 25.7 |
| United States | 508 | 21.1 | 3,180 | 25.6 |
| Overseas | 185 | 7.7 | 446 | 3.6 |
| | 2,406 | 100.0 | 12,416 | 100.0 |

**Table II**

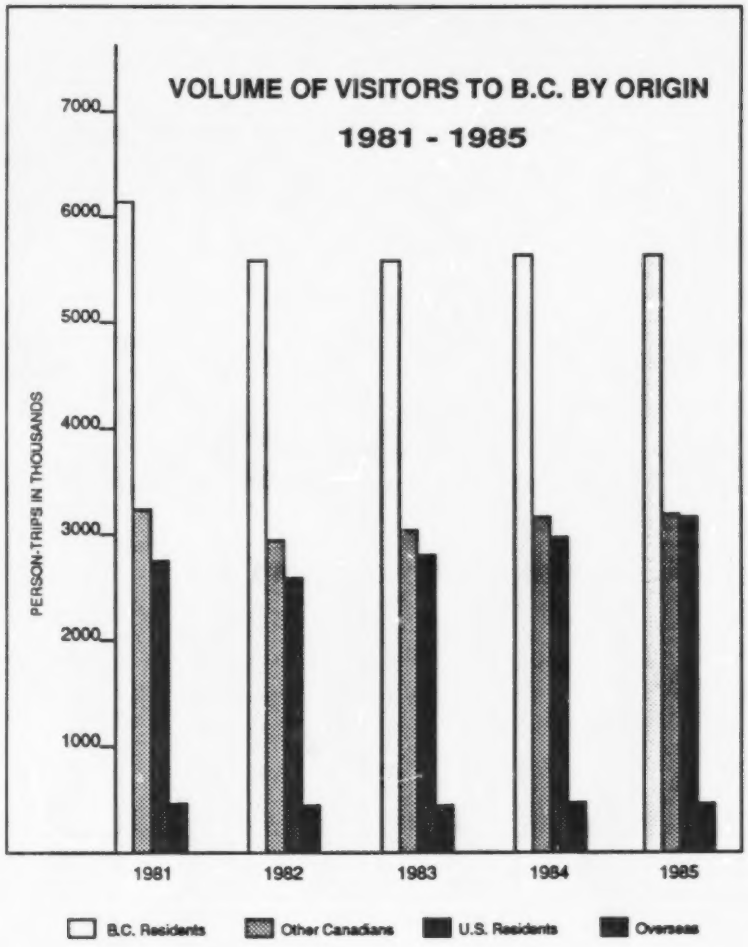
**1985 REVENUES AND VISITOR VOLUMES COMPARED TO 1984**

| | REVENUE ($000,000) | | | VISITORS PERSON-TRIPS ('000) | | |
|---|---|---|---|---|---|---|
| | 1984 | 1985 | % Change | 1984 | 1985 | % Change |
| British Columbia Residents | 995 | 1,019 | +2.4 | 5,600 | 5,600 | +0.0 |
| Canadian | 665 | 694 | +4.4 | 3,160 | 3,190 | +1.0 |
| United States | 470 | 508 | +8.1 | 2,970 | 3,180 | +7.1 |
| Overseas | 195 | 185 | −5.1 | 470 | 446 | −5.1 |
| Total Non-Residents | 1,330 | 1,387 | +4.3 | 6,600 | 6,816 | +3.3 |
| Total | 2,325 | 2,406 | +3.5 | 12,200 | 12,416 | +1.8 |

## VOLUME OF VISITORS BY ORIGIN 1981–1985

Total visitor volume to B.C. in 1985 rose to 12,416,000, up 1.8% over 1984 levels. Of the four tourism markets, B.C. residents continue to retain the largest share, representing 45% of total overnight visitors in 1985. The Canadian market followed with approximately 26% of the total visitors, a small increase over 1984. The greatest increase in visitors over last year was in the U.S. market; levels almost at par with Canadians travelling to British Columbia. The overseas market declined slightly in 1985.

**Figure I**

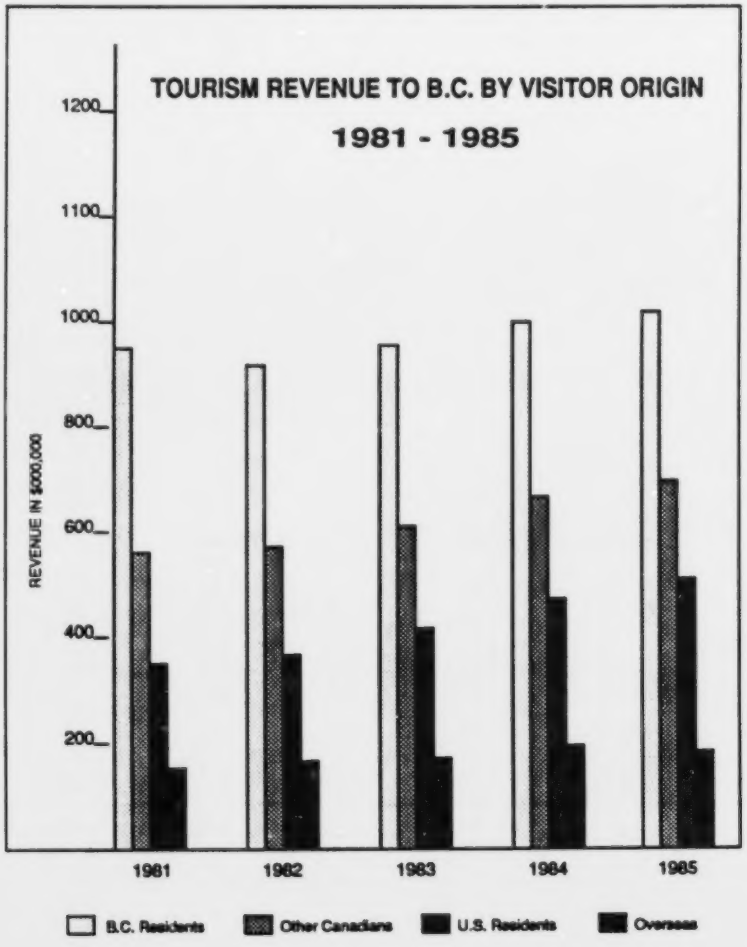



| VISITOR ORIGIN | PERSON-TRIPS ('000) 1981 | 1982 | 1983 | 1984 | 1985 |
|---|---|---|---|---|---|
| British Columbia Resident | 6,100 | 5,550 | 5,550 | 5,600 | 5,600 |
| Other Canadian | 3,200 | 2,930 | 3,010 | 3,160 | 3,190 |
| United States | 2,725 | 2,560 | 2,795 | 2,970 | 3,180 |
| Overseas | 455 | 440 | 445 | 470 | 446 |
| Total | 12,480 | 11,480 | 11,800 | 12,200 | 12,416 |

## REVENUE BY VISITOR ORIGIN 1981–1985

A similar pattern of activity is evident for revenues received from each of the four B.C. tourism markets. B.C. residents, despite their shorter length of stay compared to the other markets, contributed the greatest revenue to the B.C. economy in 1985. Canadian market revenues also showed an increase; over 4% higher than last year. The U.S. market generated the greatest increase in revenue over 1984 due mainly to the favourable exchange rate and current marketing efforts that are evident in all four market areas. The overseas market, as expected with the decrease in visitors in 1985, correspondingly left a smaller amount of revenue in the Province.

**Figure II**




| VISITOR ORIGIN | TOURISM REVENUE ($000,000) 1981 | 1982 | 1983 | 1984 | 1985 |
|---|---|---|---|---|---|
| British Columbia Resident | 950 | 910 | 955 | 995 | 1,019 |
| Other Canadian | 560 | 570 | 610 | 665 | 694 |
| United States | 355 | 365 | 415 | 470 | 508 |
| Overseas | 155 | 164 | 175 | 195 | 185 |
| Total | 2,020 | 2,009 | 2,155 | 2,325 | 2,406 |

## II. REGIONAL MARKET SHARE

The Province of British Columbia has been divided into nine tourism regions. Each region works in cooperation with private industry and government to promote tourism on a regional level. This is helped by the "Partners in Tourism" program, under which the government matches private sector dollars to implement regional marketing plans.

The map on the following page indicates the regional boundaries. Further information on each of these nine regions can be found on page 20.

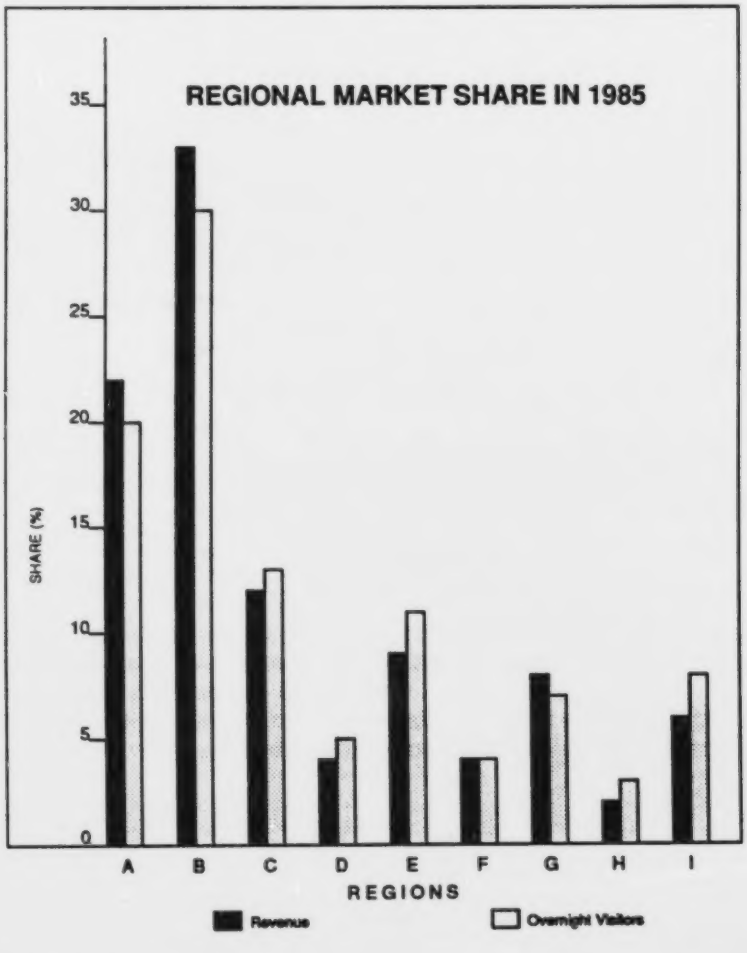
The following tables and figures give details on the number of person-trips and revenue received in each region in 1985.

**Table III**

**REGIONAL MARKET SHARE IN 1985**

| REGION | | REVENUE ($000,000) | PERSON-TRIPS ('000) |
|---|---|---|---|
| A | Vancouver Island | 522 | 2,500 |
| B | Southwestern British Columbia | 792 | 3,670 |
| C | Okanagan-Similkameen | 287 | 1,585 |
| D | Kootenay Country | 98 | 554 |
| E | High Country | 216 | 1,473 |
| F | Cariboo | 94 | 505 |
| G | North by Northwest | 190 | 833 |
| H | Peace River, Alaska Highway | 63 | 306 |
| I | British Columbia Rocky Mountain | 144 | 990 |
| | Total | 2,406 | 12,416 |

**Figure III**



A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

## III. EXPENDITURE BREAKDOWN PER VISIT

Tourism revenues ($2.406 billion in 1985) are generated by visitors spending their money while travelling in the Province.

Trip expenditures vary from person to person and from party to party. These are dependent on several factors including trip purpose, accommodation, transportation and activities selected while travelling. The expenditures of all visitors to the Province were averaged to calculate the per diem expenditure.

The average per diem expenditure for all visitors to British Columbia in 1985 was $39.50 per person, up from $38.00 per person in 1984. This means that a family of four, two adults with two children, would spend $158.00 per day.

**Table IV**

**PER DIEM EXPENDITURE, AVERAGE LENGTH OF STAY AND EXPENDITURE PER PERSON-TRIP BY ORIGIN OF VISITORS**

| VISITOR ORIGIN | PER DIEM EXPENDITURE ($) | AVERAGE LENGTH OF STAY (DAYS) | EXPENDITURE PER PERSON-TRIP ($) |
|---|---|---|---|
| B.C. Resident | 45.50 | 4.0 | 182.00 |
| Other Canadian | 32.00 | 6.8 | 218.00 |
| U.S. | 38.00 | 4.2 | 160.00 |
| Overseas | 41.50 | 10.0 | 415.00 |
| Average | 39.50 | 5.0 | 244.00 |

NOTE: Figures are rounded

These expenditures are categorized into six components: transportation, restaurant meals, accommodation, shopping, recreation/entertainment and groceries.

**Table V**

**EXPENDITURES BY TYPE IN 1985**

| | EXPENDITURES ($'000,000) | PROPORTION OF TOTAL EXPENDITURE |
|---|---|---|
| Transportation | 577 | 24% |
| Restaurant meals | 553 | 23% |
| Accommodation | 481 | 20% |
| Shopping | 385 | 16% |
| Recreation/Entertainment | 217 | 9% |
| Groceries | 193 | 8% |
| Total | 2,406 | 100% |

The three largest expenditures for visitors are transportation totalling $577 million, restaurant meals $553 million and accommodation $481 million. Other expenditures include shopping, recreation, entertainment, groceries and other personal services. Together, these total $2.406 billion.

The Province receives revenue from visitors through taxes added to various services such as accommodation, meals and retail purchases. A 7% tax is added to hotel rooms and retail purchases. In addition, meals over $7.00 are charged a 7% tax.

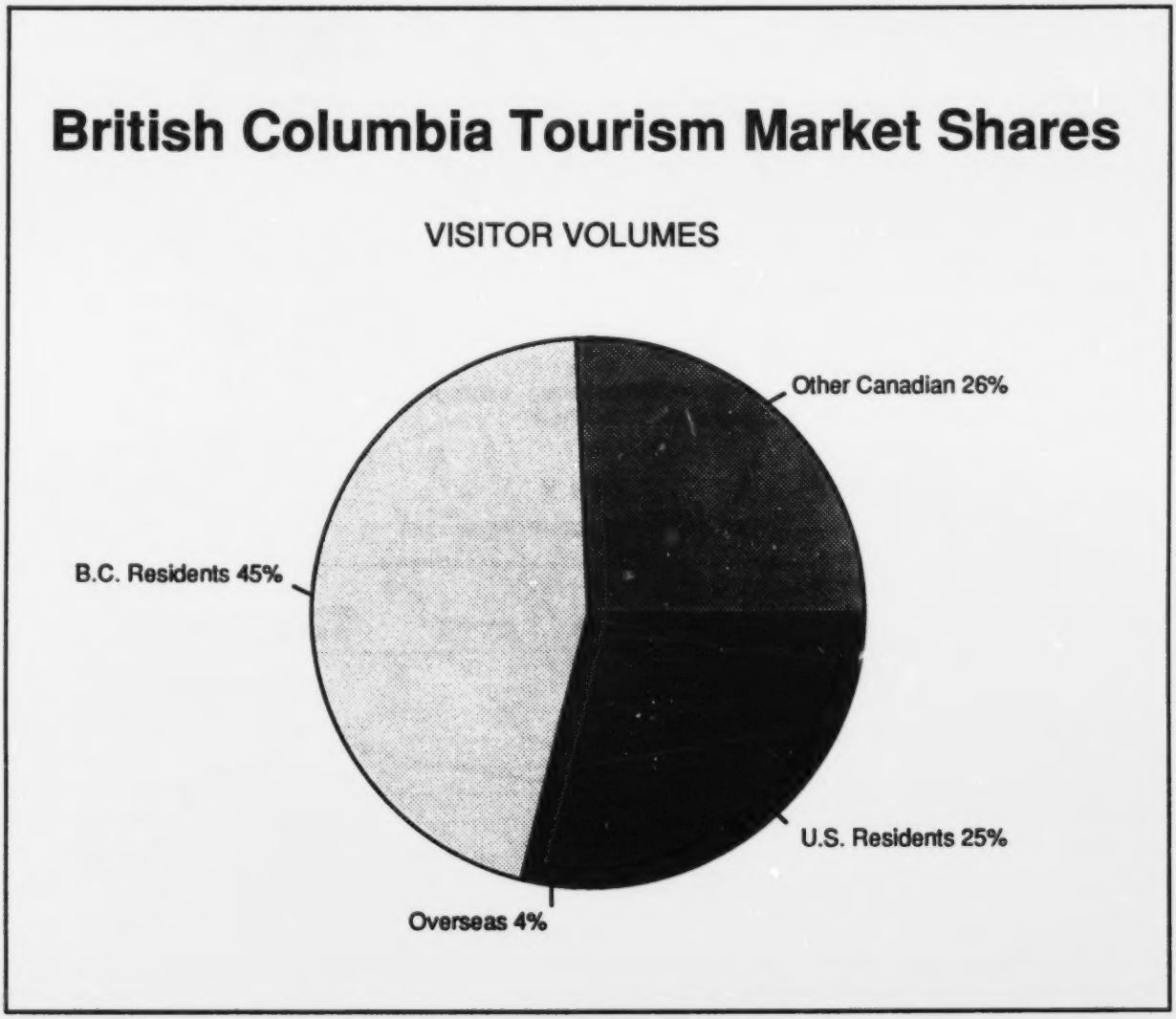
## IV. BRITISH COLUMBIA TOURISM MARKET AREAS — VISITOR VOLUME

The B.C. tourism market is divided into four major market areas. Although the number of visitors vary between market shares, all represent an important part in the B.C. tourism industry and have potential for future development and marketing.

1. B.C. Residents
2. Other Canadians
3. United States
4. Overseas

The following graph shows the proportion of the total provincial market that these four markets represent.

**Figure IV**



## 1. BRITISH COLUMBIA RESIDENTS

British Columbia residents constitute the largest market share of travellers in the Province, representing 5.6 million person-trips or 45% of the total person-trips in 1985. Although there was no recognizable increase in the number of trips made by residents over the previous year, this volume is very close to the levels prior to 1982 at which time the market experienced a decline from all origins.

Tourism British Columbia's *British Columbia Resident Travel Study* has shown that, in 1984, more than three out of every four British Columbians took a pleasure trip within the Province. Characteristically, the average B.C. resident takes approximately two trips in B.C. in a year. Each trip is typically three days in length and a relatively short distance from home. Their travel in the Province is seasonal with most trips occurring in the summer by automobile. Visiting friends and relatives is the most popular reason for intra-provincial travel, followed by sightseeing/pleasure and outdoor sports/activities. Residents chose to travel in the Province because of convenience, reduced costs, their pride in B.C. and because they felt they could know more about the Province. Ordering procedures to obtain this resident study are listed on page 23 of this booklet.

## 2. OTHER CANADIANS

The number of Canadian visitors to B.C. continues to improve but has not attained the levels of 1980 and 1981. Most of these visitors originate from Alberta and Ontario. In 1985, 3,190,000 visitors from other Canadian provinces and territories travelled to B.C., an increase of 1% over the previous year. Revenue generated in 1985 totalled $694 billion.

The *Alberta Resident Travel Study* undertaken by Tourism British Columbia indicated that Albertans make an average of 1.8 million trips each year to B.C. Nearly 70% of the population made a visit to the Province in 1983 and 1984. Albertans usually take more than one trip to B.C. a year, mainly during the summer months. One-week trips are the most popular and most visitors travel by automobile. The most common reasons for travel to B.C. are to visit friends and relatives, take advantage of the good weather and beautiful scenery, visit specific attractions and for a general get-away. Approximately one-third of all Albertans stated they would very likely visit Expo 86, and most are planning to visit other areas of B.C. at the same time. To order this resident study please refer to page 23.

The following tables give details of Canadians entering B.C. from the United States and from other provinces of Canada. Please note that these numbers also include returning British Columbia residents. The percentage changes are not as significant in 1985 as in 1984. The tables show the number of Canadian residents travelling into B.C. via the United States increased in 1985 over the previous year while the volume entering the Province through Rogers Pass decreased slightly.

**Table VI**

**CANADIAN RESIDENTS ENTERING B.C. VIA THE UNITED STATES**

| YEAR | NUMBER OF RESIDENTS |
|---|---|
| 1985 | 8,221,812 |
| 1984 | 8,084,440 |
| 1983 | 9,061,337 |
| 1982 | 6,845,438 |
| 1981 | 6,370,082 |

Source: Travel Between Canada and Other Countries, Statistics Canada.

**Table VII**

**TRANS-CANADA HIGHWAY 1 — WESTBOUND TRAFFIC THROUGH ROGERS PASS, BRITISH COLUMBIA**

| YEAR | PASSENGERS IN VEHICLES* |
|---|---|
| 1985 | 1,292,161 |
| 1984 | 1,294,126 |
| 1983 | 1,170,331** |
| 1982 | 1,233,724 |
| 1981 | 1,369,182 |

* During summer months, traffic recording procedures are suspended for passengers. During this period vehicle counts only are taken, therefore estimates are necessitated.

** A road closure in July, 1983 has affected traffic levels.

Source: Parks Canada

### 3. UNITED STATES

The largest increase in visitors to British Columbia in 1985 was from the United States market. The total volume of visitors to B.C. during this year was 3.18 million, an increase of more than 7% over 1984's 2.97 million. The generated revenue from this market was $508 million, primarily from the three major U.S. markets of Washington, Oregon and California. The contributing factors to this increase have been the various marketing programs of the Ministry and the position of the Canadian currency providing visitors with excellent value.

The *Washington and Oregon Resident Travel Study* completed in 1985 determined that 75% of these residents have visited B.C. at one time or another and the majority visited up to three times or more. Trips to B.C. from these two states fall into two distinct categories, short vacations and long vacations. Short vacations of one to six days are more frequent. Washington and Oregon residents take short vacations to B.C. approximately two to three times every two years. They travel in groups of 2–3 people, stay for approximately four nights and travel mainly by car or other road vehicle. Long vacations are also taken by groups of 2–3 people, about once to twice every two years for an average of 15 days. These trips often include air travel. Most travellers from Washington and Oregon vacation in B.C. simply to relax, see the sights and new places and visit friends and relatives. They are concerned with getting their money's worth from the vacation experience. Page 23 provides ordering procedures to obtain this study.

The tables following indicate the volume of U.S. residents travelling into B.C. in 1985 through the international border crossings.

**Table VIII**

**U.S. RESIDENTS ENTERING B.C. FOR ONE OR MORE NIGHTS BY ALL MODES OF TRANSPORTATION**

| YEAR | NUMBER OF RESIDENTS |
|---|---|
| 1985 | 1,920,074 |
| 1984 | 1,792,580 |
| 1983 | 1,686,450 |
| 1982 | 1,541,593 |
| 1981 | 1,633,576 |

Source: Travel Between Canada and Other Countries, Statistics Canada.

**Table IX**

**TOTAL U.S. RESIDENTS ENTERING B.C. VIA THE U.S. BY ALL MODES OF TRANSPORTATION***

| YEAR | NUMBER OF RESIDENTS |
|---|---|
| 1985 | 3,799,054 |
| 1984 | 3,525,092 |
| 1983 | 3,452,999 |
| 1982 | 3,221,551 |
| 1981 | 3,523,697 |

* Includes same day and longer term travel.

Source: Travel Between Canada and Other Countries, Statistics Canada.

### 4. OVERSEAS

Overseas visitors represent the smallest market share for travel to B.C., contributing 3.6% of the total person-trips to the Province. Because of their longer average length of stay (10 days), the overseas market has contributed over twice that proportion (7.7%) of the total generated revenue. 1985 was the first decline in the annual overseas visitor volume since 1982, from 470,000 in 1984 to 446,000 in 1985. Revenues from this market also showed a decrease of 5% from 1984 to $185 billion.

The three major overseas markets continue to be the United Kingdom, Japan and West Germany. The following table shows the six largest overseas markets to British Columbia in 1985.

**TABLE X**

**ORIGIN OF OVERSEAS VISITORS TO B.C. IN 1985**

| COUNTRY OF ORIGIN | RANK IN VISITOR VOLUME TO B.C. |
|---|---|
| United Kingdom | 1 |
| Japan | 2 |
| West Germany | 3 |
| Hong Kong | 4 |
| Australia | 5 |
| Netherlands | 6 |

Source: Travel Between Canada and Other Countries, Statistics Canada and Ministry of Tourism.

## V. LENGTH OF STAY

The average length of stay for all visitors travelling in B.C. in 1985 was five days. By market, B.C. residents have the shortest length of stay, typically including a weekend into their trip plans and travelling within proximity to their homes. Canadians travelling to B.C. tend to stay longer in the Province, remaining for nearly a full week. Often these trips to B.C. are part of longer and less frequent trips, allowing more time to visit with friends and relatives, see sights and do other activities.

American residents stay an average of 4.2 days in B.C., longer than B.C. residents but not as long as other Canadians. One contributing factor is that most U.S. visitors are from nearby Washington, Oregon and California; because of their proximity they are able to take shorter more frequent trips to B.C. than many Canadians. Also, many of the U.S. residents travelling through B.C. are en route to Alaska and, as a result, are not as inclined to spend as much time in the Province.

Overseas residents have the longest length of stay in B.C. with an average of 10 days. Because of the expense and distance involved in overseas travel, these visitors tend to plan one longer visit and incorporate more activities than the other three markets. Package tours also contribute to the length of stay, as they are popular with overseas visitors and have an average duration of 14 days.

**Table XI**

**LENGTH OF STAY AND PERSON-NIGHTS BY VISITOR ORIGIN**

| | AVERAGE LENGTH OF STAY PER TRIP (DAYS) | PERSON-NIGHTS ('000) | % |
|---|---|---|---|
| B.C. Residents | 4.0 | 22,400 | 36.2 |
| Canadian | 6.8 | 21,692 | 35.0 |
| United States | 4.2 | 13,356 | 21.6 |
| Overseas | 10.0 | 4,460 | 7.2 |
| Total | 5.0 | 61,908 | 100.0 |

The seasonal distribution of tourists is estimated to be as follows:

| | |
|---|---|
| Spring (April–May) | 15% |
| Summer (June–September) | 56% |
| Fall (October–November) | 11% |
| Winter (December–March) | 18% |

## VI. INDUSTRY VOLUMES

### 1. ACCOMMODATION

The Tourism British Columbia Accommodation Guide provides listings of a variety of accommodations including hotels, motels, resorts, campgrounds and trailer parks available to visitors in British Columbia. 1,917 establishments were listed in the 1985 guide representing a total of 81,885 units for tourist use. (Please note that regional boundary changes implemented in 1984 will show some discrepancy between the 1985 inventory and those prior to 1984.)

**Table XII**

**1985 ACCOMMODATION ESTABLISHMENTS BY REGION**

| REGION | HOTEL | MOTEL | RESORT | CAMPGROUND | TOTAL |
|---|---|---|---|---|---|
| A Vancouver Island | 84 | 138 | 130 | 75 | 427 |
| B Southwestern B.C. | 104 | 99 | 28 | 55 | 286 |
| C Okanagan Similkameen | 31 | 150 | 33 | 66 | 280 |
| D Kootenay Country | 18 | 56 | 20 | 33 | 127 |
| E High Country | 26 | 98 | 95 | 49 | 268 |
| F Cariboo | 14 | 40 | 79 | 17 | 150 |
| G North by Northwest | 35 | 61 | 53 | 23 | 172 |
| H Peace River Alaska Highway | 12 | 35 | 8 | 14 | 69 |
| I B.C. Rocky Mountain | 22 | 59 | 36 | 21 | 138 |
| Total Province | 346 | 736 | 482 | 353 | 1,917 |

NOTE: There are some double classifications, e.g. a combination motel and campground operation is listed under two categories.

**Table XIII**

**1985 ACCOMMODATION UNITS BY REGION***

| REGION | HOTEL | MOTEL | RESORT | CAMPGROUND | TOTAL |
|---|---|---|---|---|---|
| A Vancouver Island | 6,595 | 3,438 | 1,453 | 5,307 | 11,489 |
| B Southwestern B.C. | 12,129 | 2,746 | 1,016 | 5,378 | 15,897 |
| C Okanagan Similkameen | 1,846 | 3,600 | 789 | 5,083 | 11,318 |
| D Kootenay Country | 758 | 910 | 144 | 1,451 | 3,785 |
| E High Country | 1,442 | 2,406 | 964 | 3,339 | 8,477 |
| F Cariboo | 511 | 839 | 597 | 680 | 1,953 |
| G North by Northwest | 2,234 | 1,422 | 326 | 922 | 5,998 |
| H Peace River Alaska Highway | 775 | 1,018 | 71 | 620 | 2,414 |
| I B.C. Rocky Mountain | 1,036 | 1,118 | 1,153 | 1,353 | 4,534 |
| Total Province | 27,326 | 17,497 | 6,513 | 24,133 | 81,885 |

* A unit is an individual space available for housing e.g. room or campsite and may accommodate one or more persons per space.

Hotel occupancy rose to 58.5% in 1985, a 2.5% increase over 1984 levels. This is the third consecutive year that occupancy rates have risen; however, they have not yet regained 1981 levels. The average daily room rate also made a modest increase over 1984 by 1.24% to $54.71.

**Table XIV**

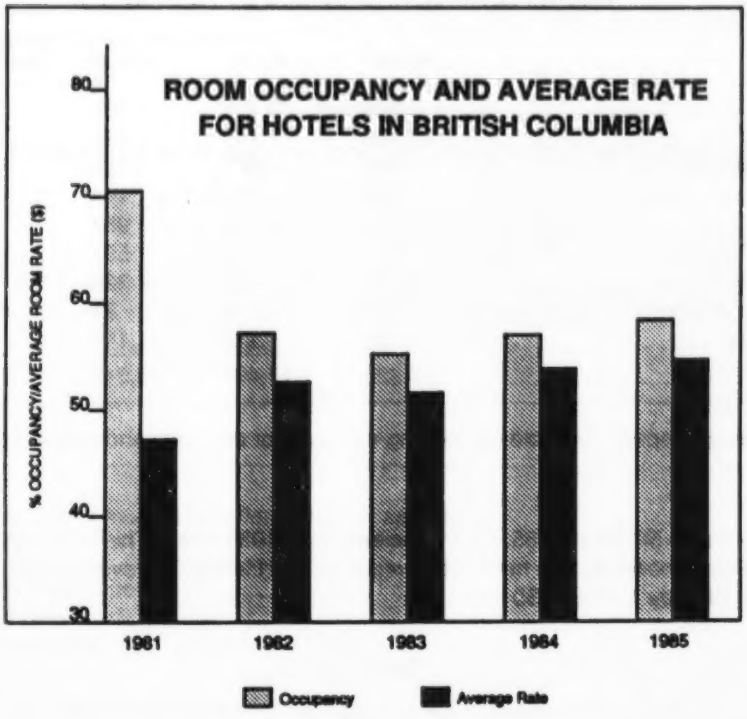
**ANNUAL OCCUPANCY OF HOTELS AND ROOM RATES IN B.C.**
**1981–1985**

| | % OF OCCUPANCY | % CHANGE OVER PREVIOUS YEAR | AVERAGE DAILY ROOM RATE ($) | % CHANGE OVER PREVIOUS YEAR |
|---|---|---|---|---|
| 1985 | 58.5 | +2.5 | 54.71 | +1.2 |
| 1984 | 57.1 | +3.0 | 54.04 | +4.1 |
| 1983 | 55.2 | −1.2 | 51.92 | −1.4 |
| 1982 | 56.9 | −18.5 | 52.68 | +11.8 |
| 1981 | 70.4 | −5.6 | 47.13 | +21.6 |

Source: Trends in the Hotel Industry British Columbia, Pannell Kerr Forster Management Consultants.

The following figure shows the hotel occupancy and average room rates over the last five year period. As it indicates, in 1981, when room rates were low, hotel occupancies were high. During 1982 and 1983, room rates continued to rise as hotel occupancies decreased. Each year, percentage changes for both rates became smaller and smaller. Since 1984, increases in the annual room rate appear to have become sufficiently modest that hotel occupancy rates are now beginning to increase.

Figure V




Monthly hotel occupancy for the Province increased by 4.2% over 1984 levels. This increase is evident for all months except November, with a peak during the month of August.

Table XV

1985 MONTHLY OCCUPANCY OF HOTELS IN THE PROVINCE

| | % OF OCCUPANCY | % OF CHANGE FROM 1984 |
|---|---|---|
| January | 40.0 | +1.5 |
| February | 50.7 | +2.8 |
| March | 58.2 | +6.5 |
| April | 57.1 | +9.4 |
| May | 61.6 | +5.6 |
| June | 69.2 | +8.0 |
| July | 76.5 | +4.6 |
| August | 81.1 | +2.8 |
| September | 70.7 | +3.0 |
| October | 55.8 | +0.7 |
| November | 45.2 | −0.2 |
| December | 36.7 | +5.1 |
| Average monthly occupancy | 58.5 | +4.2 |

Source: Trends in the Hotel Industry British Columbia, Pannell Kerr Forster Management Consultants.

At the regional level, hotel occupancy showed an increase over the previous year for all regions except North by Northwest and B.C. Rocky Mountain in 1985. This provided an average provincial increase of 4.2%.

**TABLE XVI**

**1985 ANNUAL REGIONAL HOTEL OCCUPANCY**

| REGION | % OF OCCUPANCY | % of CHANGE FROM 1984 |
|---|---|---|
| A Vancouver Island | 57.4 | +3.4 |
| B Southwestern B.C. | 65.7 | +5.2 |
| C Okanagan Similkameen | 49.0 | +3.4 |
| D Kootenay Country | 30.9 | ** |
| E High Country | 54.1 | +4.8 |
| F Cariboo | 45.0 | +9.8 |
| G North by Northwest | 44.4 | −5.3 |
| H Peace River Alaska Highway | 48.7 | ** |
| I B.C. Rocky Mountain | 52.2 | −0.7 |
| Provincial average | 58.5 | +4.2 |

** Sample not large enough to provide representative figure.

Source: Trends in the Hotel Industry British Columbia, Pannell Kerr Forster Management Consultants.

ResWest, the province-wide computerized accommodation reservations system, introduced in early 1985 is also expected to increase activity in the accommodation industry. ResWest provides a convenient reservation service to travellers both inside and outside the Province for a variety of B.C. accommodations.

The Ministry of Lands, Parks and Housing monitors usage of the provincial park campgrounds on a monthly basis. The table below shows the monthly distribution of overnight campers for the 1985 year. At present, there is no data collection for private campground occupancy rates.

**Table XVII**

**B.C. PROVINCIAL PARK CAMPGROUNDS**
**MONTHLY USAGE — 1985**

| MONTH | NUMBER OF OVERNIGHT CAMPERS ('000) |
|---|---|
| January | 2,582.4 |
| February | 4,825.6 |
| March | 10,041.6 |
| April | 31,148.8 |
| May | 167,283.2 |
| June | 336,080.0 |
| July | 605,968.0 |
| August | 619,235.2 |
| September | 154,723.2 |
| October | 26,486.4 |
| November | 3,193.6 |
| December | 2,262.4 |
| Total | 1,963,830.4 |

* The statistics provided by the Ministry of Lands, Parks and Housing indicate the number of campgrounds used per month. These statistics have been multiplied by 3.2, the average number of overnight campers per site.

Source: Ministry of Lands, Parks and Housing, Monthly Park Attendance Statistics.

## 2. CONVENTIONS

The convention industry supports the tourism industry particularly in the off-tourist seasons and is becoming increasingly important as a major revenue generator for the province of B.C. In 1985, the estimated revenue increased 28% to a total of $320 million with 1,175 reported conventions and 495,000 participating delegates.

Tourism B.C. has provided services through mail campaigns and service packages to over 350 of these convention groups and has also been active in establishing policies and programs for support to the private sector.

Highlights for the year include the announcements of convention centres to be built in Victoria and Kelowna, the addition and refurbishing of the Penticton Peach Bowl, the opening of the Convention Centre at Whistler, and the B.C. Convention Centre in Vancouver to be completed in 1987. These new centres will aid in contributing to further increases in the convention centre industry.

The outlook for the convention industry in B.C. looks positive. In 1986, it is anticipated that the Province will be hosting the largest number of delegates in the history of conventions in B.C. Trade shows should also see significant growth.

## 3. SKI INDUSTRY

The B.C. ski industry had a successful year in 1985. There are approximately 100 ski areas in the Province providing cross-country, downhill and helicopter skiing activities. In the 1984/85 ski season, the total number of skier visits rose by approximately 12% over the previous year to more than 2.7 million skier visits. Estimates show that the largest increases in skier visits were achieved in the lower mainland and northern B.C. ski areas. Gross revenues and lift revenues also had significant increases in the 1984/85 year up to $50 million (+15%) and $30 million (+17%) respectively.

Together increased visitation and revenues have resulted in more jobs and development proposals for expansion at several ski locations. This season, employment increased by over 26% for year round, full-time and part-time employees. In addition, proposals for development and expansion have been initiated at Tod Mountain, Silver Star, Fernie, Blackcomb, Apex Alpine and Powder King. These developments include not only improvements on the mountains but also increased accommodation and service facilities. Based on these factors, it is expected that the B.C. ski industry will show a 5% annual growth rate.

## 4. FILM DEVELOPMENT

The B.C. Film Commission, formerly known as the B.C. Film Promotion office, enjoyed its best year ever in 1985. A total of 28 major productions were shot in the Province including nine feature films, three high-budget docu-dramas, 11 made-for-T.V. movies and 52 episodes for five T.V. series. Total production budgets more than doubled this year from $60 million in 1984 to $150 million in 1985. Of that amount, approximately $70 million was left in the B.C. economy, exceeding last year by $30 million.

## 5. EMPLOYMENT IN THE TOURISM/HOSPITALITY INDUSTRY BY SECTOR

A variety of establishments and associated skilled labour force are involved in the tourism/hospitality industry. In British Columbia, approximately 126,000 residents are employed in the tourism industry and represent 9% of the total provincial labour force.

The table following shows the number of person-years of employment in the tourism/hospitality industry in 1985. In all, there are approximately 100,000 person-years of employment in both full and part-time positions combined. (Table XVIII) As the table indicates, the food and beverage sector comprises nearly one-half of the total industry employment followed by accommodation.

Statistics from Statistics Canada show that restaurant, caterer and tavern receipts for chain and independent businesses in the Province totalled $127.3 million for 1985. This is an increase over 1984 by 13.9%.

In 1985, it is estimated that $86.6 million of construction work was purchased in B.C. for hotels, clubs, restaurants, cafeterias and tourist cabins and $356.1 million for theatres, arenas, amusement and recreational buildings.

The Ministry's Superhost Program was introduced in May of 1985. It is a one-day informative seminar oriented to all B.C. residents involved in the tourism/hospitality industry to improve the quality of service and hospitality offered to visitors. In essence, this program helps participants become more knowledgeable and friendly hosts to enhance the visitor's travel experience and generate return visits. Already this program has involved over 1,800 participating businesses, 116 sponsoring organizations, 22 corporate sponsors and 29,100 participants.

**TABLE XVIII**

**EMPLOYMENT IN THE TOURISM/HOSPITALITY INDUSTRY BY SECTOR**

| SECTOR | TOTAL PERSON YEARS* |
|---|---|
| Accommodation | |
| Without food and beverage | 5,226 |
| With food and beverage | 24,859 |
| Food and beverage | 51,837 |
| Travel trade | 2,821 |
| Events and attractions | 2,394 |
| Outdoor recreation | 7,052 |
| Transportation | 9,120 |
| Total | 103,309 |

* Person years is a measure of employment converting the number of part-time hours of employment into full-time hours of employment.

Source: Adapted from Travel Industry Development Subsidiary Agreement (T.I.D.S.A.) Study "Tourism Education and Manpower Needs Assessment."

## VII. THE OUTLOOK FOR TOURISM IN BRITISH COLUMBIA

1985 has proven to be a very satisfactory year for the tourism industry in the Province. Annual travel volumes in 1985 increased by approximately 1.8% and revenue by 3.5% over 1984. Much of this increase came from U.S. visitors who were able to take advantage of the attractive exchange rate.

Next year with the world exposition — Expo 86 — in Vancouver, visitor volumes are expected to increase by about 20% over 1985 levels. All four market areas are expected to contribute to this increase.

## VIII. SOURCES OF FURTHER INFORMATION ON TOURISM IN BRITISH COLUMBIA

Each regional tourism association employs a managing director to develop and promote tourism. Information on local tourism may be obtained by contacting:

### REGIONAL TOURIST ASSOCIATION/MANAGING DIRECTORS

| | | |
|---|---|---|
| Region A<br>Vancouver<br>Island | Mrs. Joyce Brookbank<br>Tourism Assoc. of Vancouver Island<br>Penthouse – 6th Floor, 612 View Street<br>Victoria, B.C. V8W 1J5 | 382-3551 |
| Region B<br>Southwestern<br>B.C. | Mr. John Jennings<br>Tourism Assoc. of Southwestern B.C.<br>Box 48610 (2nd Floor, 1425 West Pender Street)<br>Vancouver, B.C. V7X 1A3 | 668-3677 |
| Region C<br>Okanagan/<br>Similkameen | Ms. Deanna Merrick<br>Okanagan Similkameen Tourist Assoc.<br>#207 – 347 Leon Avenue<br>Kelowna, B.C. V1Y 8C7 | 861-8494 |
| Region D<br>Kootenay<br>Country | Mr. Roy Shields<br>Kootenay Country Tourist Assoc.<br>R.R. # 1 Site 2 – 11 (Castlegar Airport)<br>Castlegar, B.C. V1N 3H7 | 365-8486 |
| Region E<br>High<br>Country | Managing Director<br>High Country Tourism Assoc.<br>P.O. Box 962 (Suite 386 – 186 Victoria Street)<br>Kamloops, B.C. V2C 5N4 | 372-7770 |
| Region F<br>Cariboo | Mr. Gordon Finlay<br>Cariboo Tourist Assoc.<br>Box 4900 (#6 – 160 Oliver Street)<br>Williams Lake, B.C. V2G 2V8 | 392-2226 |
| Region G<br>North by<br>Northwest | Mr. Don Esselmont<br>North by Northwest Tourism Association of B.C.<br>P.O. Box 1030 (3840 Alfred Avenue)<br>Smithers, B.C. V0J 2N0 | 847-5227 |
| Region H<br>Peace River<br>Alaska Highway | Mr. Walter Slany<br>Peace River-Alaska Hwy. Tourist Assoc.<br>9900 – 100 Avenue<br>Fort St. John, B.C. V1J 1Y5 | 785-2544 |
| Region I<br>B.C.<br>Rocky<br>Mountain | Mr. Don Foxgord<br>Rocky Mountain Visitors Assoc. of B.C.<br>P.O. Box 10 (495 Wallinger Avenue)<br>Kimberley, B.C. V1A 2Y5 | 427-7469 |

## IX. GLOSSARY OF TERMS

The following terms are used in this publication:

| | |
|---|---|
| Business Travellers | Travellers whose primary objective is to carry out the duties of their employment or to further their business or professional interests and who travel away from their normal place of residence, stay a minimum of one night away from home and then return. |
| Campgrounds and Trailer parks | Provide sites for tents and/or recreational vehicles. They may be publicly or privately owned and operated. Residential trailer parks are not included. |
| Daily Expenditure | The amount of money spent per person in one day for transportation, accommodation, meals, groceries, recreation, entertainment and gifts, etc. while travelling. |
| Hotels | Commercial establishments in which units are usually accessible from the interior. This definition includes motor hotels, motor inns and apartment hotels. |
| Mode of travel | The type of transportation used by travellers to travel the furthest distance on the trip. |
| Motels | Commercial establishments in which units are accessible from the interior or exterior and which provide parking for guests. This includes auto courts and motor courts. |
| Non-resident Traveller | A person who travels in British Columbia but does not reside in the Province. |
| Other Canadian Traveller | Does not reside in British Columbia but lives in one of the other provinces or territories of Canada. |
| Overnight Visitor | A person who travels away from his/her normal place of residence and stays a minimum of one night away from home (see person-trip). |
| Overseas Traveller | Person who resides in a country other than Canada or the United States. |
| Party size | The number of people who consider themselves as travelling together on the trip. |
| Person-nights | A derived measure to indicate the total number of nights spent by persons on the trip. Person-nights are calculated by multiplying person-trips by trip duration. |
| Person-trip | One person making a trip of one or more nights, e.g. a person travelling alone equals one person-trip, a family of five persons travelling together equals five person-trips (See trips). |
| Pleasure Travellers | Travellers whose primary objective is either recreation or personal affairs as opposed to business. This category includes travellers on vacation, weekend recreation trips, visiting friends or relatives or shopping for personal goods. |
| Resident Traveller | A person who resides in British Columbia and travels away from his/her normal place of residence for any purpose, and stays a minimum of one night away and then returns. |
| Resorts, lodges | Establishments which offer recreational activities in addition to accommodation. They may be open in summer, winter or year round and include lodges, cottages, cabins, fishing and hunting camps and guest ranches. |
| Revenue | Total expenditures by tourists travelling in B.C. |
| Tourist | Synonymous with traveller or visitor and is defined as any individual who travels away from his/her normal place of residence for any purpose and stays a minimum of one night away from home. |
| Tourism Region | The Province is divided into nine tourism regions for tourism development and promotional purposes. |
| Trip | A trip occurs every time an individual or group travels away from his or their normal place of residence for any purpose and stays a minimum of one night away from home and then returns. |
| Trip duration/ length of trip | The total number of days or nights spent away from home during the trip. |

| | |
|---|---|
| Trip expenditure Per person per day | Calculated by dividing the trip expenditure per person by the trip duration. |
| Trip purpose | The main reason for a trip. Travellers are classified as business or pleasure travellers or both. |
| United States Traveller | A person who resides in the United States or its territories. |

## X. ORDERING PROCEDURES FOR RESEARCH STUDIES

# MINISTRY OF TOURISM
# PROVINCE OF BRITISH COLUMBIA

The following reports are now available from:

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